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Ad Media Solutions. Simple as A, B, *e*

CORRESPONDENCE

INTRODUCTION

Telmar's *Correspondence* program offers a pictorial representation of a Crosstab, showing data plotted according to correlation.

It's a quick method of summarising a lot of data, and is commonly used for showing brands by lifestyle.

Correspondence is used to understand a market, understand users of a brand, or to identify potential market gaps. It also identifies the most "discriminating" or "important" lifestyle statements prior to running a cluster.

Main Features of Telmar Correspondence

- You can customise a "label" by clicking on an individual brand or lifestyle statement. The font, size, colour can be amended or the label can be removed.

- The statistics are provided in a format to aid quick interpretation of a market. You can select the top 20 lifestyle statements for each factor.

- Free text in boxes can be added (these can be used to show the name or description for a factor e.g. CAREFUL at one extreme and CAREFREE at the other.

- Data can be moved with or without a line indicating where it came from

- Charts can be saved in metafile format (for use in PowerPoint)

If after reading this manual, you have any further questions please call us at 212-725-3000.

STAGE 1. CROSSTAB INPUT (TNT+)

1. Select a survey (e.g. MRI), then enter a Table Base. e.g. Adults

2. Select Short Titles (This is found just above the filter option in TNT+.
    (The Chart will look much cleaner if you use *Short Titles.*)

3. Enter Columns: Columns will normally be brands from one product group or a selection of publications or TV programmes. As a general rule, columns should be homogeneous. e.g. no mix of brands from different product groups. In this example, we are looking at the Bread category by type.

4. Enter Rows: Most of the time we use Lifestyle Statements in *Correspondence*. This will aid your understanding of a market by illustrating your brands by lifestyle. You can however use whatever rows you like.

    If using Lifestyle Statements, select **"Lifestyles – Correspondence" from the Selection Tree**, and select the statements to be used.

```
Lifestyles - Correspondence
├ TV Advertising
├ Radio Advertising
├ Newspaper Advertising
├ Magazine Advertising
├ Internet Advertising
├ Attitudes toward Advertising
└ Buying Styles Statements
      ─ Buying American products is important to me.
      ─ I know the price I pay for most of the foods/packaged goods I buy.
      ─ I think shopping is a great way to relax.
      ─ My favorite grocery store offers special discounts on particular prod
      ─ I don't make purchase decisions based on advertising.
      ─ I like to shop around before making a purchase.
      ─ If I really want something I will buy it on credit rather than wait.
```

5. You can also enter **'PASSIVE'** columns or rows (e.g. Media or Demographics) as overlaying data on the chart to illustrate how other audiences or a media plan fits into the picture.

    The items will be **'PASSIVE'** which means that they do not affect the graph but they can be shown on the graph. Below we have chosen Demographics as '**PASSIVE'**. Any **'PASSIVE'** data (columns or rows) should be entered in TNT+ after the columns or rows have been already entered.

Pumpernickel - Bread	(157142 or 157152)
Raisin - Bread	(157143 or 157153)
Rye - Bread	(157144 or 157154)
Sour Dough - Bread	(157145 or 157155)
Wheat - Bread	(157146 or 157156)
White - Bread	(157147 or 157157)
18-24	4371
25-34	4372
35-44	4373
45-54	4374
55-64	4375
65+	4376

6.   Select **Correspondence** from the **FILE MENU**
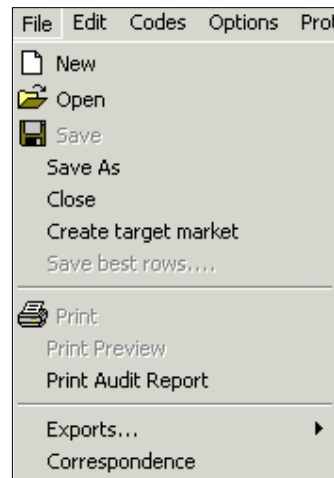
7.   The system will automatically default to **AUDIENCE** (this takes the market size into account). The **DATA ITEM** can be changed by clicking on the arrow.
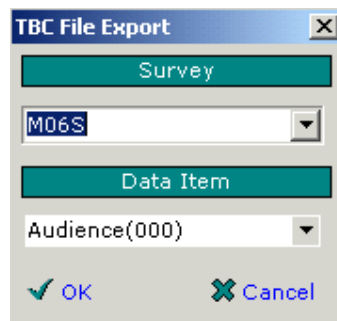
8.   The program will ask you to name the file. Click OK to move to the next phase of the analysis.

STAGE 2. CORRESPONDENCE

1. Now you are in C*orrespondence* mode. The columns and rows that you entered in *TNT+* will be displayed.

Active Passive Items

Columns		Rows	
Active 16		Active 254	
Passive 13		Passive 0	

Number	Name	Number	Name
			[No Passive Rows]
10)	Potato - Bread	1)	Advertising on TV provides...
11)	Pumpernickel - Bread	2)	For me, advertising on TV i...
12)	Raisin - Bread	3)	Advertising on TV provides...
13)	Rye - Bread	4)	Advertising on TV provides...
14)	Sour Dough - Bread	5)	For me, advertising on TV i...
15)	Wheat - Bread	6)	For me, advertising on TV ...
16)	White - Bread	7)	For me, advertising on TV i...
17)	18-24	8)	For me, advertising on TV ...
18)	25-34	9)	For me, advertising on TV i...
19)	35-44	10)	For me, all ads on TV are al...
20)	45-54	11)	Advertising on radio provid...
21)	55-64	12)	For me, advertising on radi...
22)	65+		

NEXT >   Cancel

If, in *TNT+* you entered **PASSIVE** columns or rows (e.g. media or demographics), you must indicate the **PASSIVE** by highlighting the first one, as the above screen demonstrates. Once you have highlighted the first PASSIVE item, all items in the sequence will be calculated as **PASSIVE**.

2. After clicking on the **NEXT** button, the program will run the analysis and then display the   following screen which tells you how well your C*orrespondence* has worked. e.g. What percentage/proportion of the differences across brands is explained.

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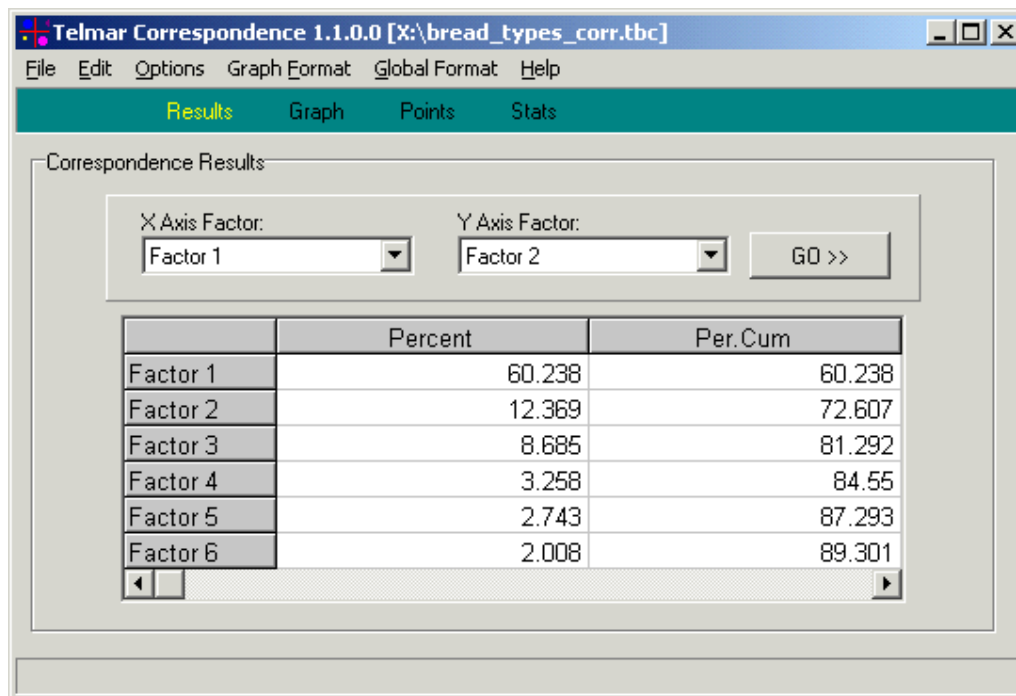
As a general rule we aim to explain at least 70% from Factors 1 and 2. However for some markets you will get a lower percentage figure. For example if you're looking at Lager/Beer by Lifestyle Statements, you may get a very low percentage figure, because Lifestyle Statements are not a good explanation of the Lager/Beer market.

The graph can now be plotted using any combination of the six factors. Information about Factors will be explained later in the Manual.

3. To have a look at the graph, click on the **GO** button.

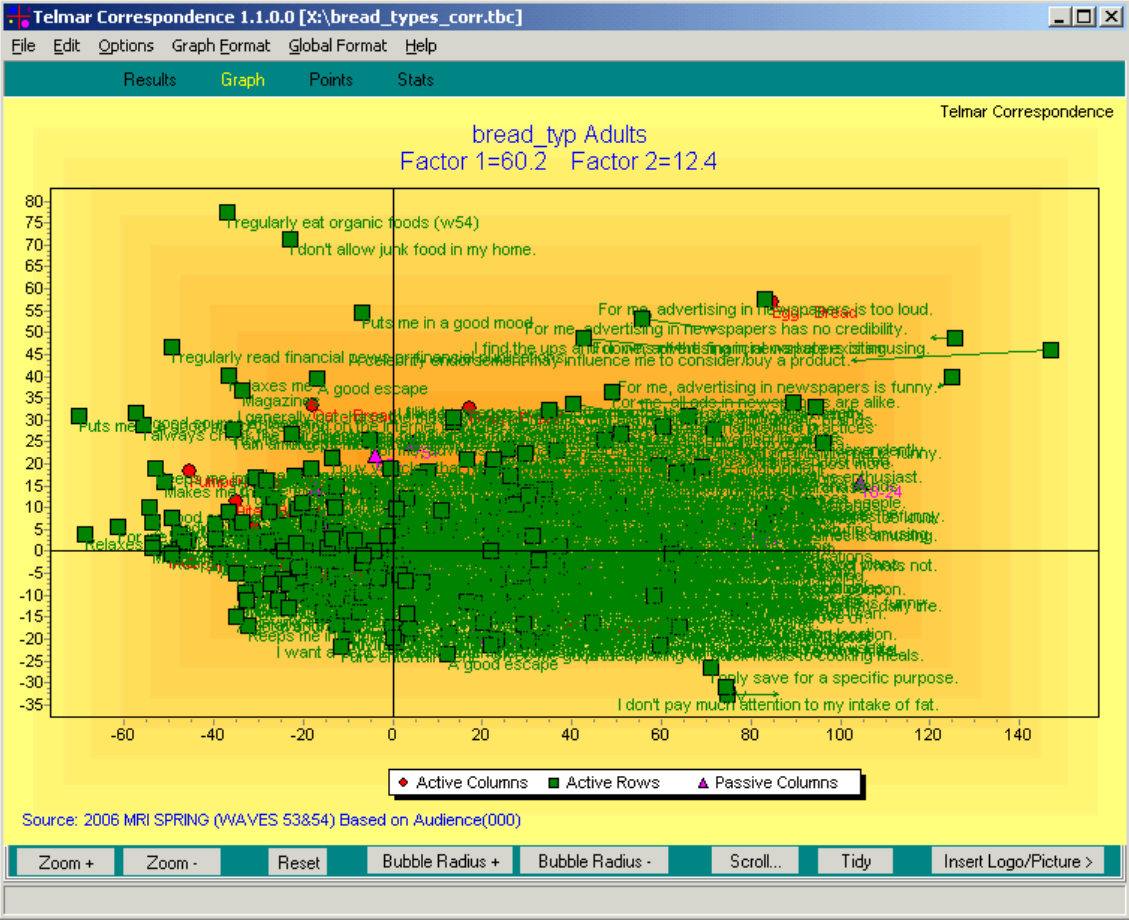**4.** The graph will load up *all* the columns and rows.

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5. To select the top 25 Lifestyle Statements by importance, or **% INF** (to be explained later in the Manual), the quickest and easiest way is to use the automatic **TIDY** button.

   The **TIDY** option on the graph button panel will automatically tidy according to the sorting options. The **TIDY** function defaults to the top 25 visible rows sorted by **%INF**. To change this go to **GLOBAL FORMAT**, **TIDY OPTIONS** and type in the number of visible rows in the box. The **TIDY** option allows you to sort by two factors. Select the factors you wish to sort by, click **OK** and the graph will appear.

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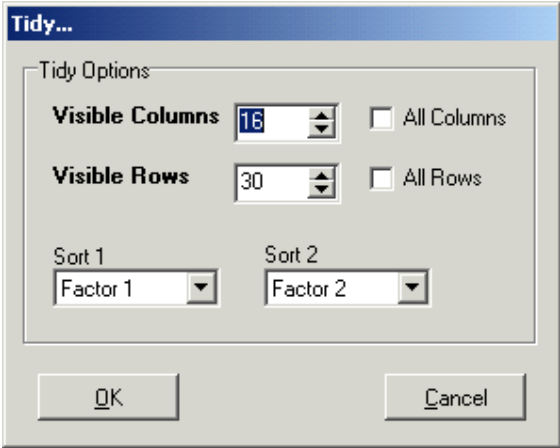
6. Alternatively, the statements can be sorted in the **POINTS** window by deselecting **COLUMNS** and **PASSIVE ITEMS** and leaving the **ROWS** and **ACTIVE ITEMS** ticked. Deselect the 26th statement and hit **TOGGLE SELECT**. The remaining statements will then be deselected. Click on APPLY to get back to the graph. The Columns can be tidied up in the same way.

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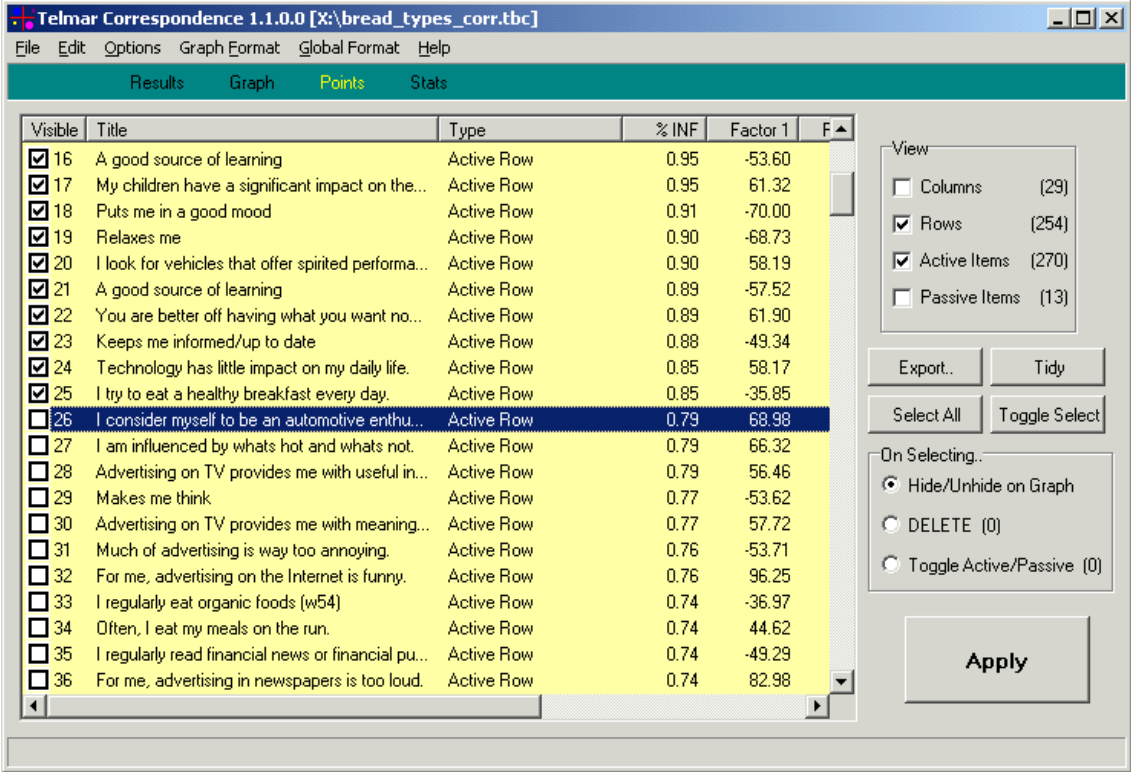
The Graph will now look like this:
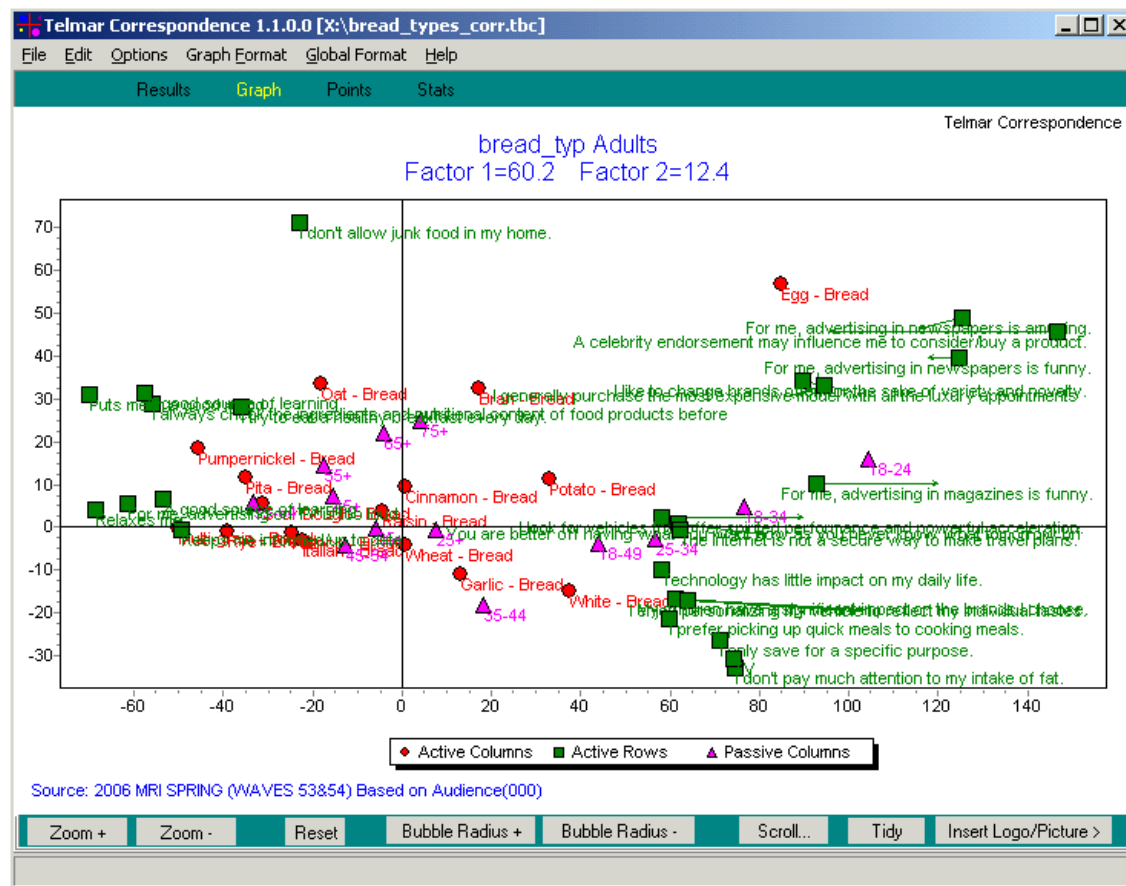
Moving Data Labels

- When the program has plotted your map, you may find that some of your data labels are overlapping with each other, particularly if you have entered a large number of brands. To move a data label, simply click on it and drag it to the required position. A line will automatically lead from the data point.

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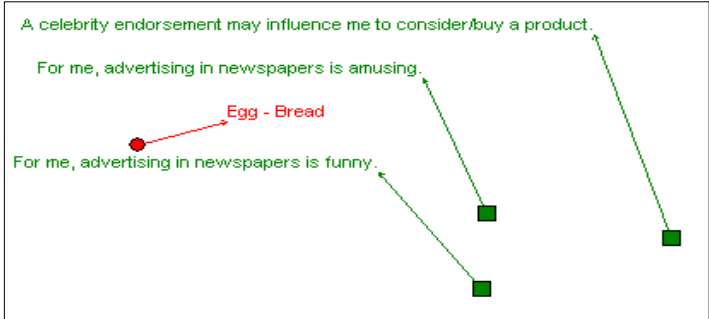
- You can also customize individual data labels by double clicking on the label you wish to edit.

- If you wish to change the characteristics of all the Active Columns, Active Rows, and Passive Columns, this can be achieved by clicking on the File Menu item, **GLOBAL FORMAT**, and clicking **ACTIVE COLUMNS**, **ACTIVE ROWS** or **PASSIVE COLUMNS.** The **DEFAULT OBJECT PROPERTIES** window appears giving you the choice of using three options:

- In **LABEL** Properties you can add a border and background to a specified width, shape and colour, and change the font.

- In **ARROW** Properties you can change the width colour, and the arrow head height and width.

- In **BUBBLE** Properties a border can be created with a specific width, colour, shape and background. A picture can also be Loaded as a bubble (see page 22 of the manual.)

This is outlined in the **DEFAULT OBJECT PROPERTIES** screen below:

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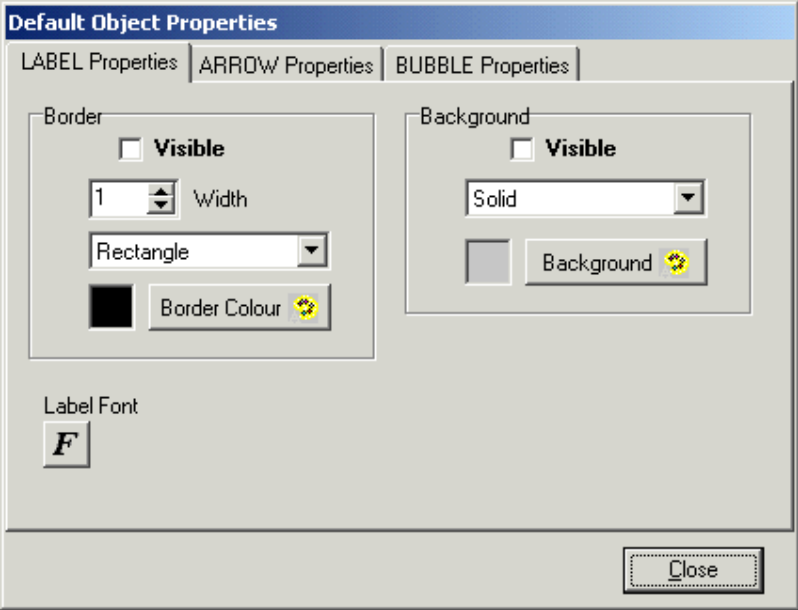
- To hide or make invisible a particular brand on the graph, either right-hand click on the brand and select **HIDE THIS POINT** or in **LABEL PROPERTIES** de-select **MAKE POINT VISIBLE**.

```
Label Properties
Bring to Front

Remove Label
Hide This Point
```
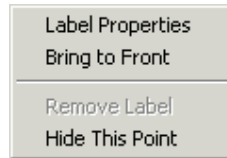
- When a bubble that you want shown on the map is hidden behind another, right-hand click on the large bubble and a box with the option – **BRING TO FRONT** - will appear, select it, and the small bubble will appear infront.

- When all **Bubbles** have been changed to the same colour, if you than decide that you would like a different colour for all bubbles, go to the drop-down menu **GLOBAL FORMAT**, **RANDOMIZE BUBBLE COLOUR**.

- You can now customise the graph further by adding free text (to label the axis). Go to **GRAPH FORMAT** and select **ADD FREE LABEL.** The cursor will turn into a cross indicating that you should position it wherever you want the label to appear, double click on the text and the **LABEL PROPERTIES** window will open, type in the text box. To remove the text right-hand click on the mouse. **FREE LABELS** and **ARROWS** give emphasis to particular brands on your map.

- Under drop down menu **GLOBAL FORMAT**, **FREE ARROWS/FREE LABELS** allows you to alter the characteristics of all arrows and labels globally. If you decide that you no longer require additional arrows and labels select **OPTIONS**, **HIDE FREE ARROWS**/**LABELS**.
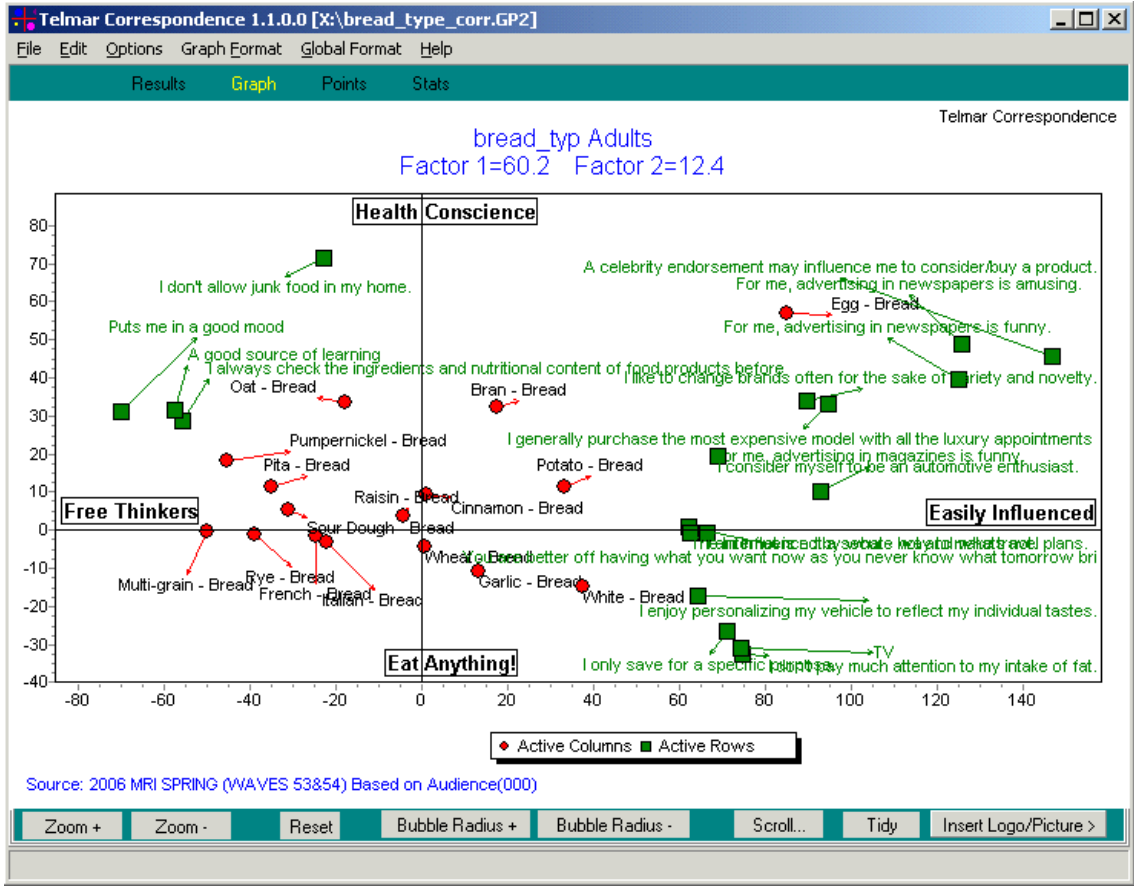
Your graph might look like this:

- When reading from the graph, **Factor 1** is shown from left to right (x axis), and **Factor 2** is shown from bottom to top (y axis).
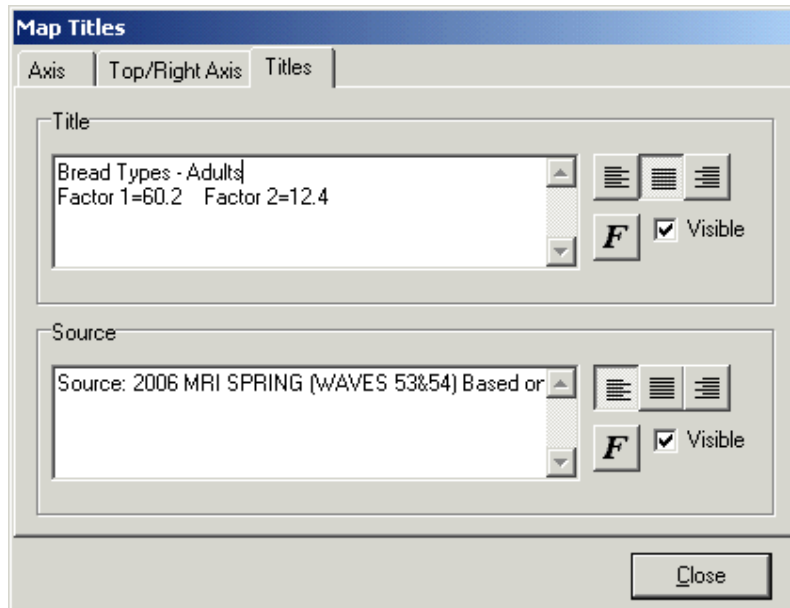
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Item Visibility

- The visibility of the Active Columns, Active Rows and Passive Columns can be temporarily switched **OFF** or **ON** by going to **GRAPH FORMAT**, **VISIBLE ITEMS**:

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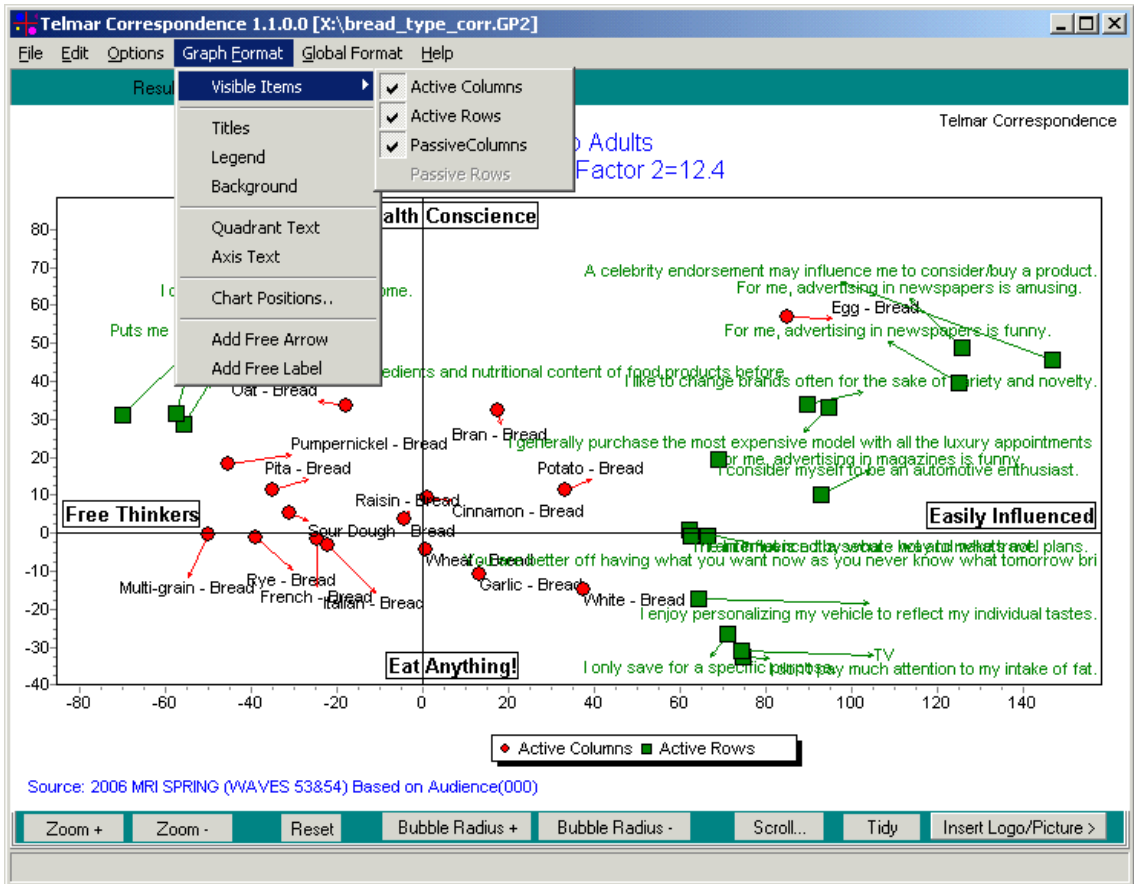
Titles

- To tidy up the map title go to **GRAPH FORMAT**, **TITLES**, **TITLES**.

Deleting Items

- To **DELETE** an item (row or column), go to **POINTS**, select **DELETE**; deselect the item(s) and the title will turn from black to **RED**; hit the **APPLY** button and the **CONFIRM** message will appear warning you that the item set to **DELETE** will be permanently deleted and the statistics will be re-calculated.

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Changing Items from Active to Passive…

- Columns and Rows can be changed from **ACTIVE** to **PASSIVE** or **PASSIVE** to **ACTIVE** . Select **TOGGLE ACTIVE/PASSIVE**; deselect the item and the title will turn from black to **BLUE**; hit the **APPLY** button and the **CONFIRM** message will appear telling you that the statistics will be re-calculated.
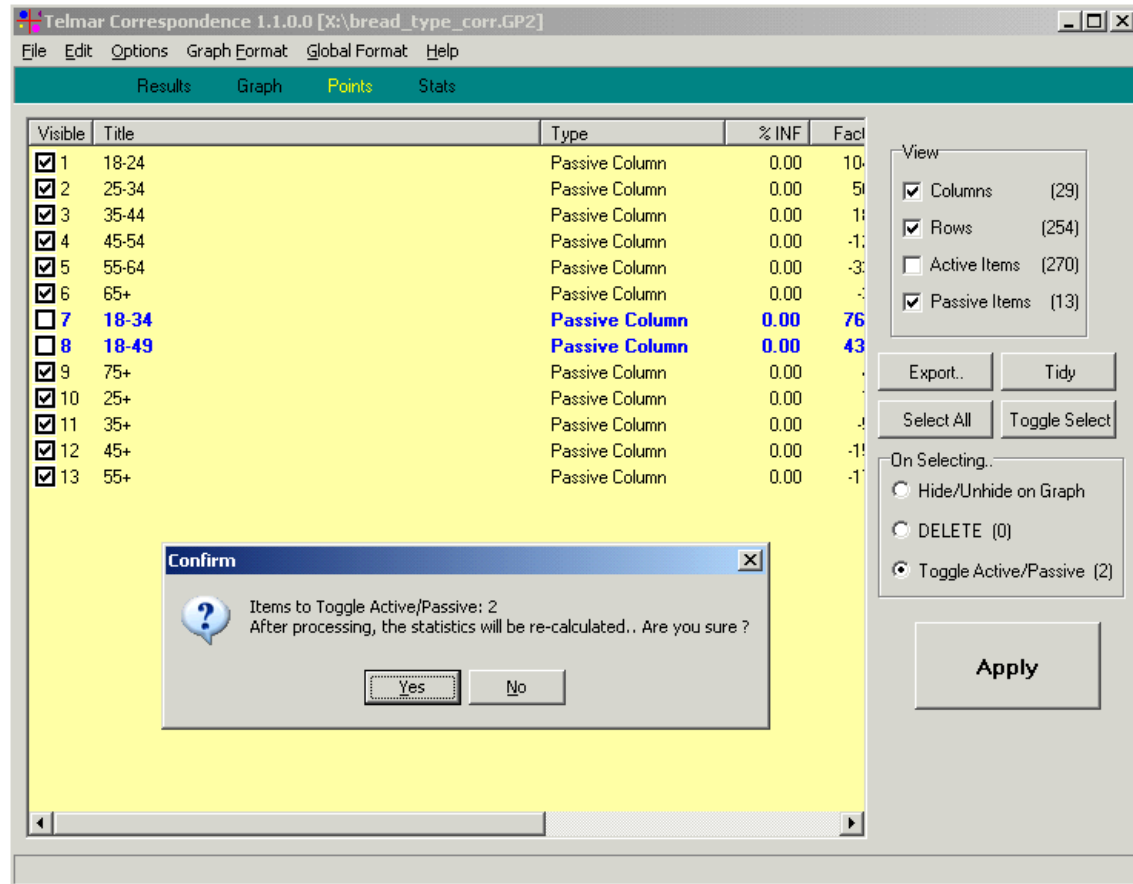
Printing

- To print the statistics select **STATS** on the option panel. Type in the number of rows you wish to print in the box and hit APPLY; to change the sorting criteria click on **DATA SORT**, choose %inf or a factor, a box will appear asking you to select **SORT ASCENDING/DESCENDING; COPY TO CLIPBOARD; EXPORT TO:EXCEL;PRINT**.

Description	% Inf	Factor 1 ABS		Factor 3 ABS REL	Factor 4 ABS REL	Factor 5 ABS REL	F
Based on Audience(000)							AE
For me, advertising on the Internet is funny.	0.8	1.	[Sort Ascending / Sort Descending / Copy to Clipboard / Export.. / Export to: Excel / Print]	0.0 + 00	0.8 + 04	0.1 - 00	0
Columns (-)							
Multi-grain - Bread	15.4	23		1.2 - 01	10.7 - 02	0.1 - 00	3
Rye - Bread	7.3	5		36.1 + 43	0.8 + 00	2.1 - 01	2
French - Bread	4.0	4		4.4 - 10	12.0 + 10	0.3 - 00	3
Sour Dough - Bread	4.2	3.6 - 51	0.5 + 02	5.6 - 12	0.4 + 00	25.6 + 17	2
Pumpernickel - Bread	4.0	3.5 - 52	2.8 + 08	2.9 + 06	4.1 + 03	22.0 + 15	0
Italian - Bread	3.6	2.9 - 49	0.3 - 01	2.8 + 07	17.8 + 16	2.6 - 02	3
Pita - Bread	5.4	2.9 - 32	1.5 + 03	27.2 - 44	1.5 + 01	10.3 - 05	12
Oat - Bread	3.1	0.7 - 14	12.4 + 49	0.2 + 00	2.0 - 02	0.7 + 01	1
Raisin - Bread	2.4	0.1 - 02	0.3 + 01	13.3 + 48	1.9 - 03	5.6 - 06	6
35+	0.0	0.0 - 02	0.0 - 00	0.0 + 67	0.0 - 05	0.0 + 01	0
45+	0.0	0.0 - 04	0.0 + 01	0.0 + 71	0.0 - 04	0.0 + 00	0
45-54	0.0	0.0 - 13	0.0 - 01	0.0 + 01	0.0 + 00	0.0 - 00	0
55+	0.0	0.0 - 02	0.0 + 01	0.0 + 73	0.0 - 04	0.0 + 00	0
55-64	0.0	0.0 - 15	0.0 + 01	0.0 + 52	0.0 - 03	0.0 + 00	0
65+	0.0	0.0 - 00	0.0 + 02	0.0 + 73	0.0 - 04	0.0 + 00	0
Rows (Top 20-)							
For me, advertising on TV is too loud.	1.1	1.7 - 88	0.1 + 01	1.0 + 08	0.3 + 01	0.6 + 01	0

No. Rows to Print 10 — Apply — Print — Data Sort.. — Sorted: **Factor 1, Desc**

OTHER COMMANDS…

Weighted Symbols

- This option instantly changes the size of each data point to reflect the size of the brand; the larger the brand (in terms of % Influence), the bigger the data point will be. To weight your data points, select **OPTIONS** and then **WEIGHTED SYMBOLS** from the top menu.
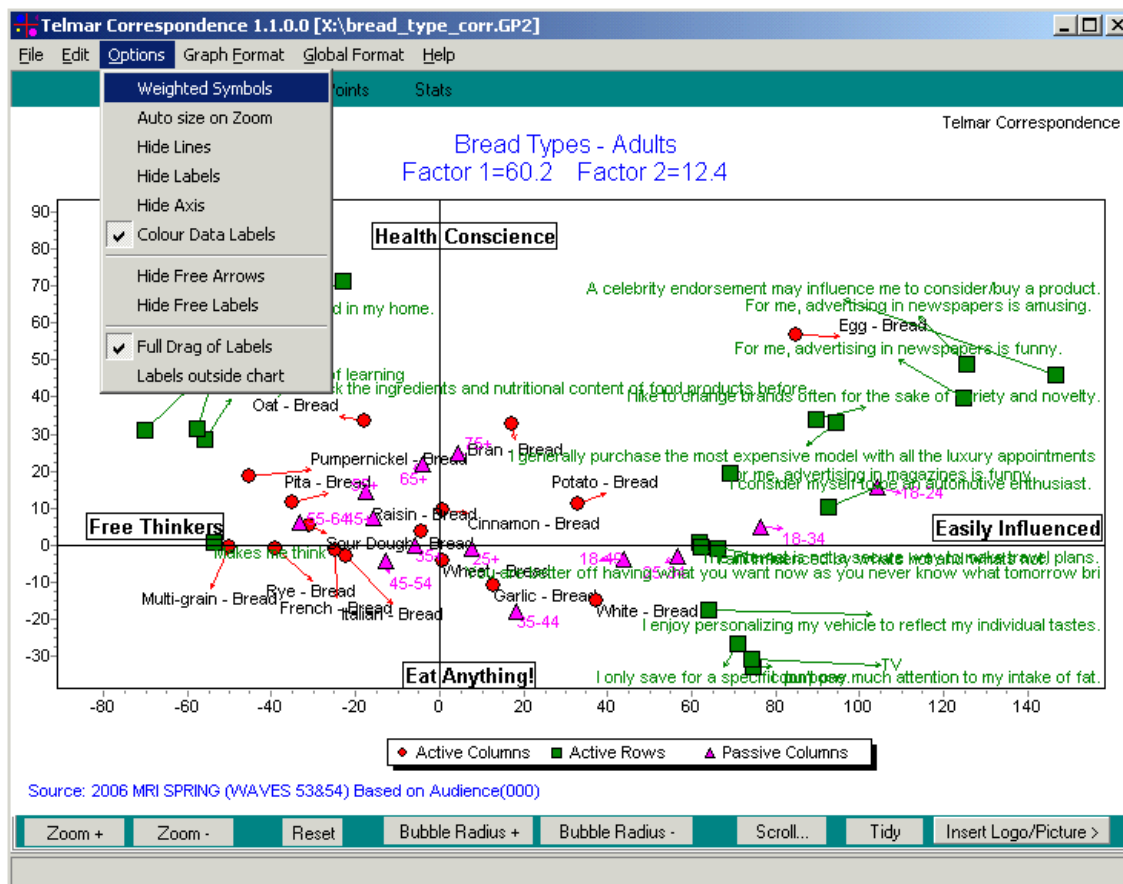
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Below a map with weighted symbols:
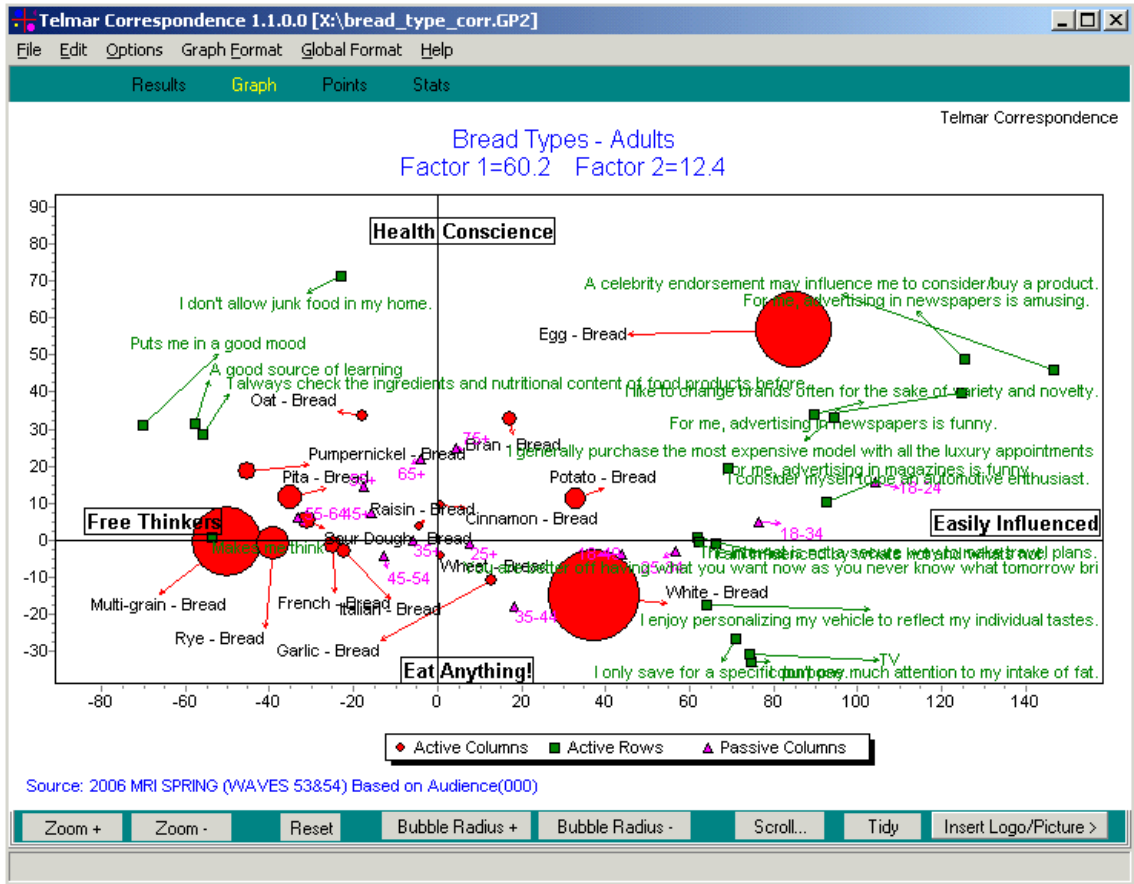
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Quadrant Text and Axis Text

- Your map is divided into four quadrants. These can be labeled in order to enhance your audience's understanding of the map. To add a quad text, select **GRAPH FORMAT**, **QUADRANT TEXT** from the top menu, and type in your text.
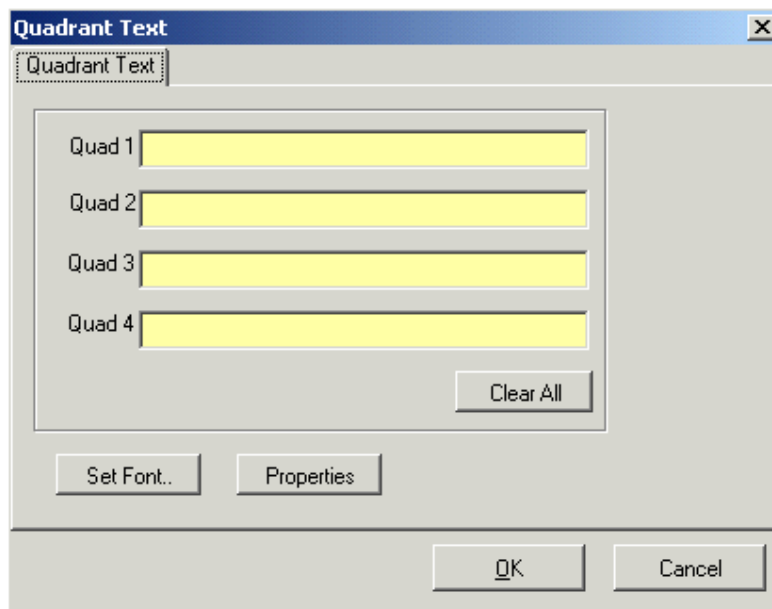
- If you wish to add or change the **X** and **Y** axis text, go to **GRAPH FORMAT**, **AXIS TEXT**.

- If you wish to hide the **X** and **Y** axis, select **OPTIONS**, **HIDE AXIS**.

Within the **QUADRANT TEXT** is a **PROPERTIES** button, this allows you to give the text a visible border and background, width, colour, style and font. Alternatively, **QUADRANT PROPERTIES** can be accessed through the **GLOBAL FORMAT** drop-down menu.

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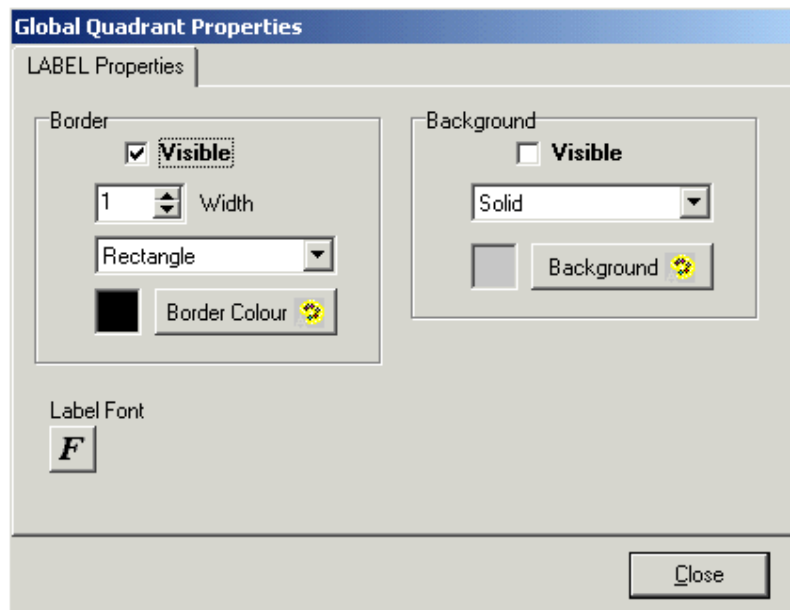
THE AXIS TEXT WINDOW:
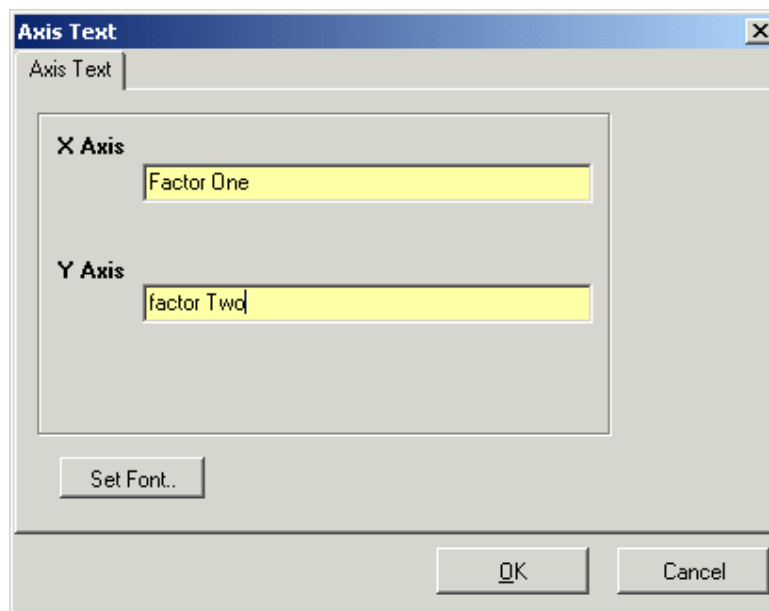
- The **SET FONT** button in the **AXIS TEXT** window can also be accessed from **GLOBAL FORMAT**, **AXIS TEXT PROPERTIES**. In this screen the font characteristics can be changed.

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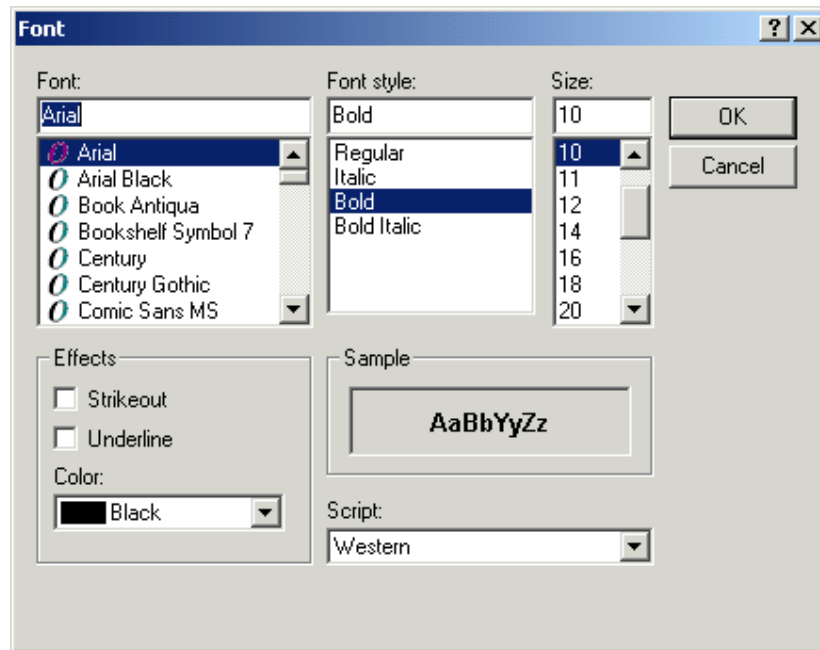
Axis and Title Text

- To label the X and Y axis, select **GRAPH FORMAT**, **TITLE** and type in a text.
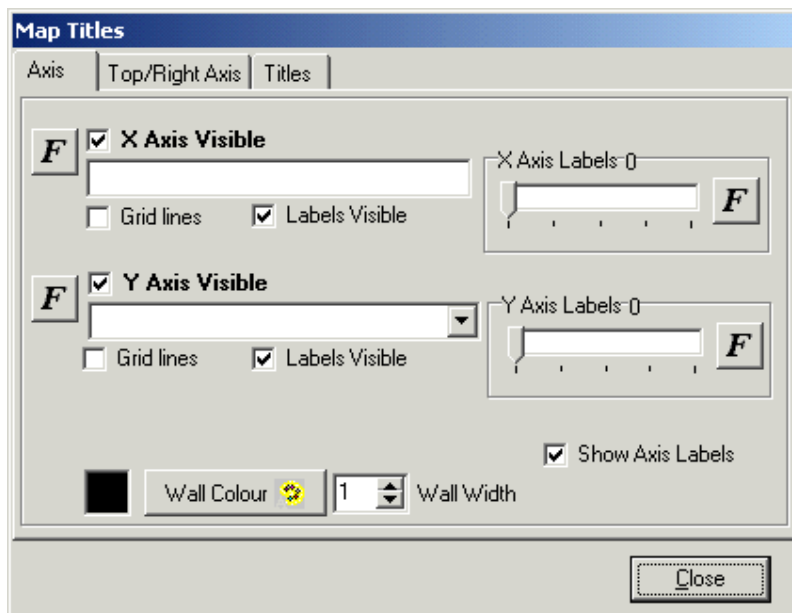
The **AXIS** window also allows you to type in an X and Y axis text, change the font, add grid lines and keep or remove the axis values. The X and Y axis degree values can be altered. The option now also exists to change the colour and width of the X and Y axis and line border.

- To label the Top and Right axis, select **GRAPH FORMAT**, **TITLES**, **TOP/RIGHT AXIS** and type in a text. This **TOP/RIGHT AXIS** window also allows you to type in a Top and Right axis text and change the font. The **TOP/RIGHT** axis degree values can be altered.
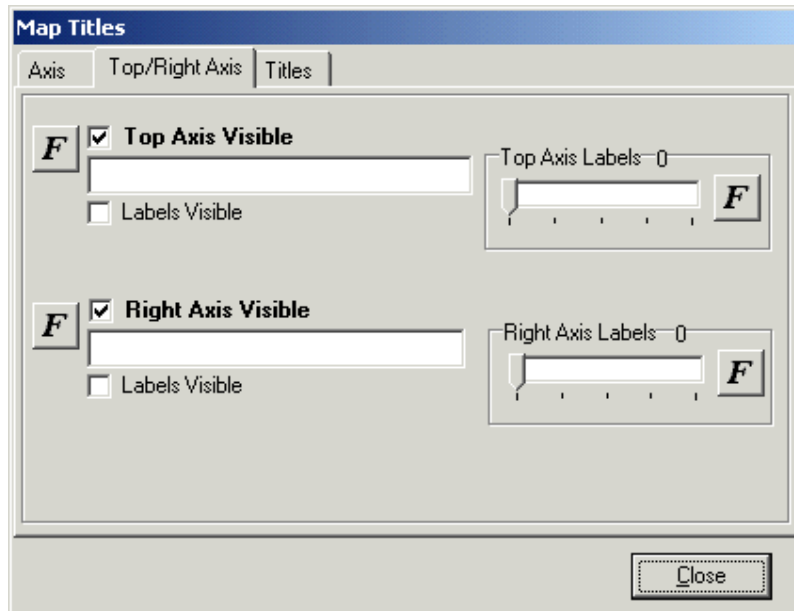
- The **TITLES** window allows you to add or change the **TITLE** and **SOURCE**, alter the font and apply a left, right or center alignment.

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Map Titles

Axis | Top/Right Axis | Titles

Title

```
Bread Types - Adults
Factor 1=60.2   Factor 2=12.4
```

☑ Visible

Source

```
Source: 2006 MRI SPRING (WAVES 53&54) Based or
```

☑ Visible

Close
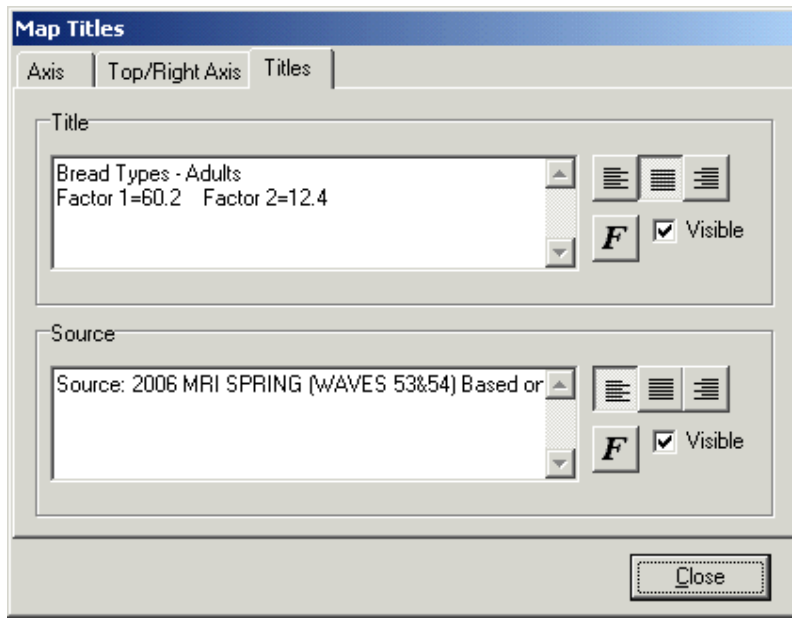
Legend

- To alter the characteristics of the Legend text, select **GRAPH FORMAT**, **LEGEND**. You can choose to make your Legend visible or invisible; change the font; add a frame (colour, width, background and shadow colour) ; Reverse and Resize the Chart; position the legend with a left, right or top, bottom alignment. In addition, it is now possible to load background pictures as legends, (Please see pages 20-32 of the manual).
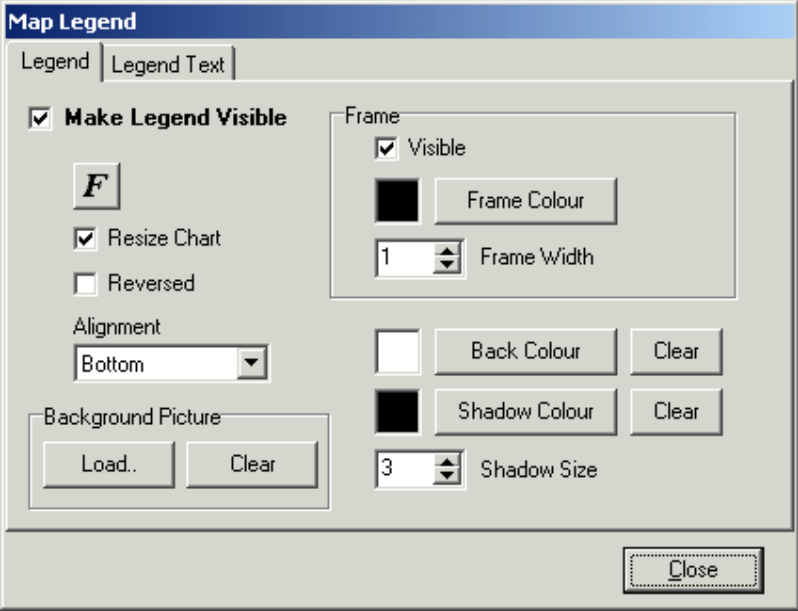
- The default **LEGEND TEXT** window allows you to type in a Legend Text of your choice for your Active Columns, Active Rows and Passive Columns, Passive Rows.
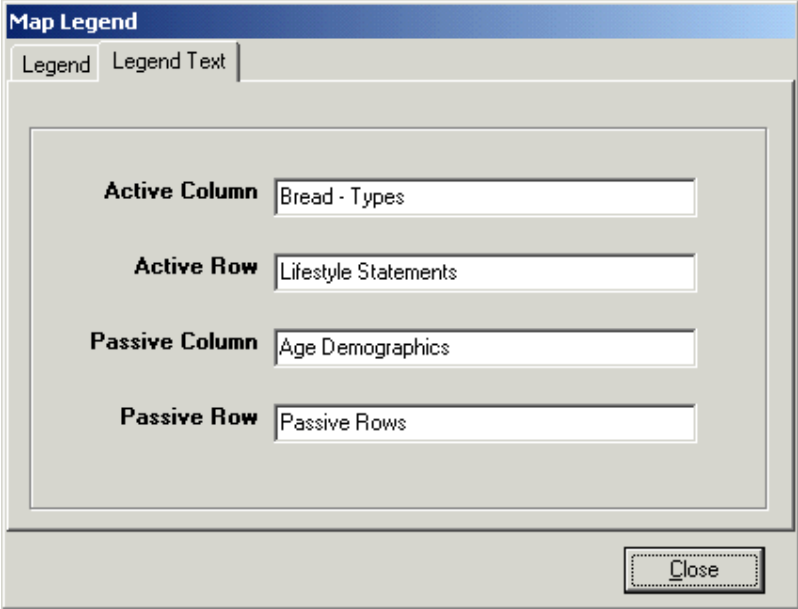
Scrolling and Zooming

- To **SCROLL** and **ZOOM** select **GRAPH FORMAT**, **CHART POSITION**. Scrolling allows you to scroll **UP** and **DOWN** the values of the 'X' axis, and **LEFT** to **RIGHT** for the values of the 'Y' axis.

- **ZOOM+** allows you to zoom-in on specific brands or groups of brands. **ZOOM-** gives you the ability to move away from specific brands and zoom-out of the graph. The **RESET** button turns any changes back to normal.

- **ALLOW ZOOM WITH LEFT-DRAG** enables you to use the left-hand side of your mouse to zoom-in to the graph by using specific points where brands have been plotted on the map. Simply, click and drag (a straight line) on a data point of your choice.

- **ALLOW RIGHT-MOUSE PANNING** gives you the ability to simultaneously move all the brands plotted on the map to any quadrant of the map with the aid of the mouse. Place the cursor on the section you wish to move and click and drag with the right-hand side of the mouse, the brands will move in any direction. The values of the X and Y axis change according to where the brands are moved to on the map.

- The minimum and maximum X and Y axis values can also be changed.

- Alternatively, **ZOOM+**, **ZOOM-** and **SCROLL…** are also located on the button panel.
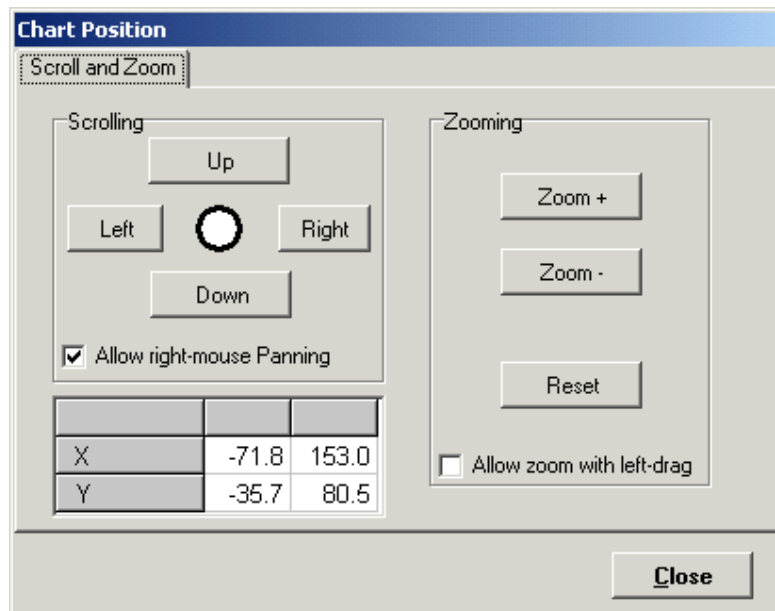
The Background of the Map

- To change the background of the map and the border, select **GRAPH FORMAT**, **BACKGROUND**.

- You can choose colour gradients for the border by clicking on **GRADIENT**, **START/END** colour. The background of the map can be given a separate colour by clicking on **PLOT AREA COLOUR**.

- Clicking on **SOLID** gives you a solid band of colour for the background and the border.

- The **PICTURE** option in **CHART AREA** allows you to add a picture or company Logo. Click on **LOAD PICTURE** and look for the image on your local hard drive. Use **REMOVE PICTURE** if you wish to remove the image from the graph.

- To load smaller pictures to the background of your map, click on **INSERT LOGO/PICTURE** on the button panel at the bottom of the map. By choosing **INSERT PICTURE** an icon (ico), Metafile (wmf), Bitmap (bmp) or JPEG Image File (JPEG), picture can be loaded. The location of the image appears on the button panel. The image can be dragged around the map; by right-hand clicking on the image a box appears allowing you to duplicate or remove your picture.

- There is also **a REMOVE** button on the panel. To return to the original button panel click on **BACK TO GRAPH.**
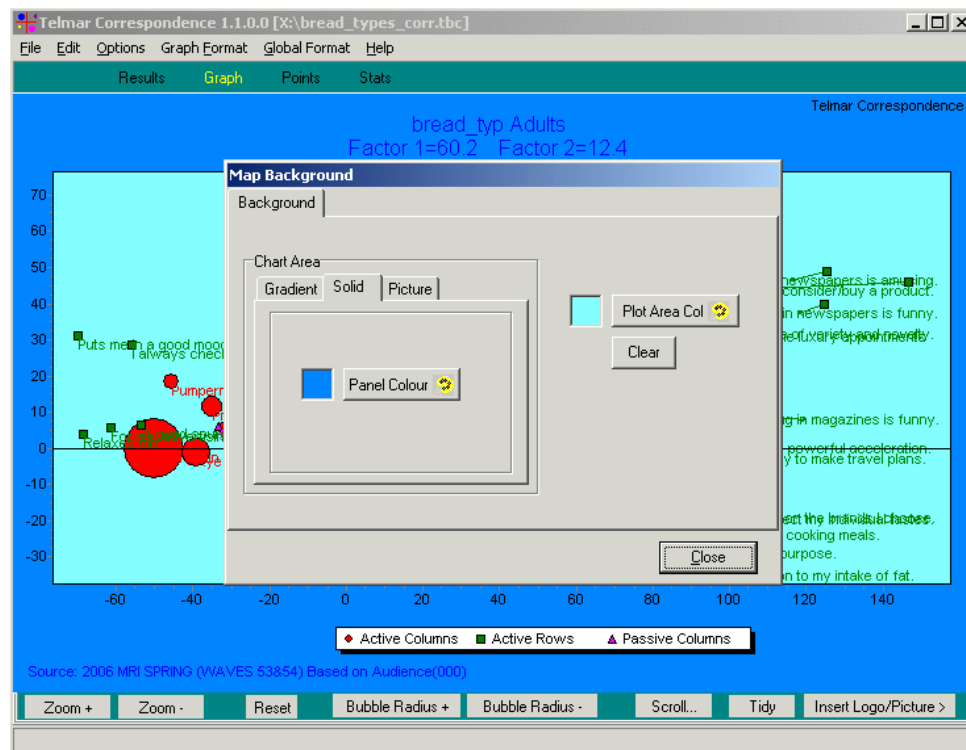
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Logos and Pictures

- Pictures can be loaded as bubbles from **GLOBAL FORMAT**, select **ACTIVE COLUMNS/ACTIVE ROWS/PASSIVE COLUMNS**, than **BUBBLE PROPERTIES** under **BUBBLE PICTURE select**

LOAD.

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Origin at 100 and Resize for Best Fit

- As a default the correspondence map is set to **RESIZE FOR BEST FIT**, if you want to reset your origin to 100 you can do so by clicking on **GLOBAL FORMAT**, **ORIGIN AT 100**.

- **RESIZE FOR BEST FIT** resets your X and Y-axis so that all brands sit on the map comfortably.

Saving your Map as a Default Template File

If you wish to save your map with specific characteristics for later use, you can save your map as a **TEMPLATE** or **DEFAULT TEMPLATE file (TEM).** Select '**File**', '**Template**', '**Save As…**' or '**Save as Default**'. At a later date, when you wish to open the file, select '**File**', '**Open**'.

Saving your Map as a Graph File

Click on '**File**' and then '**Save As**', **Graph File(GP2)** from the top menu. Your graph will now be saved for future reference.

Opening a Previously Saved Map

Click on the Correspondence icon, highlight **the appropriate Graph File (GP2)** from the 'Open' window and click on 'Ok'.

Saving your Map for use Within PowerPoint (or graphics package)

If you would like to be able to save your map in a file format that can be accessed from within PowerPoint or another graphics package, click on '**File**', then '**Save As**', once in the '**Save As**' box, click on '**Save As Type**': Bitmap(BMP); Metafile (WMF); Enh. Metafile (EMF)**. To access your file from within PowerPoint, choose '**Insert**', '**Picture**', '**From File**' from the PowerPoint drop down menu.

> **Note: We recommend using Metafile (WMF) or Enhanced Metafile (EMF) when using with PowerPoint. This way when re-sizing the slide, the text will smooth out and not have jagged text.**

Copying/Pasting your Map into PowerPoint (or graphics package)

Alternatively, if you wish to paste your map straight into PowerPoint, click on '**Edit**' and then '**Copy as Bitmap**', '**Copy as Metafile**'. Go into the program and click on paste. Your map will now appear. From the same option the data values can be copied into Excel, click on '**Copy as Value**'.

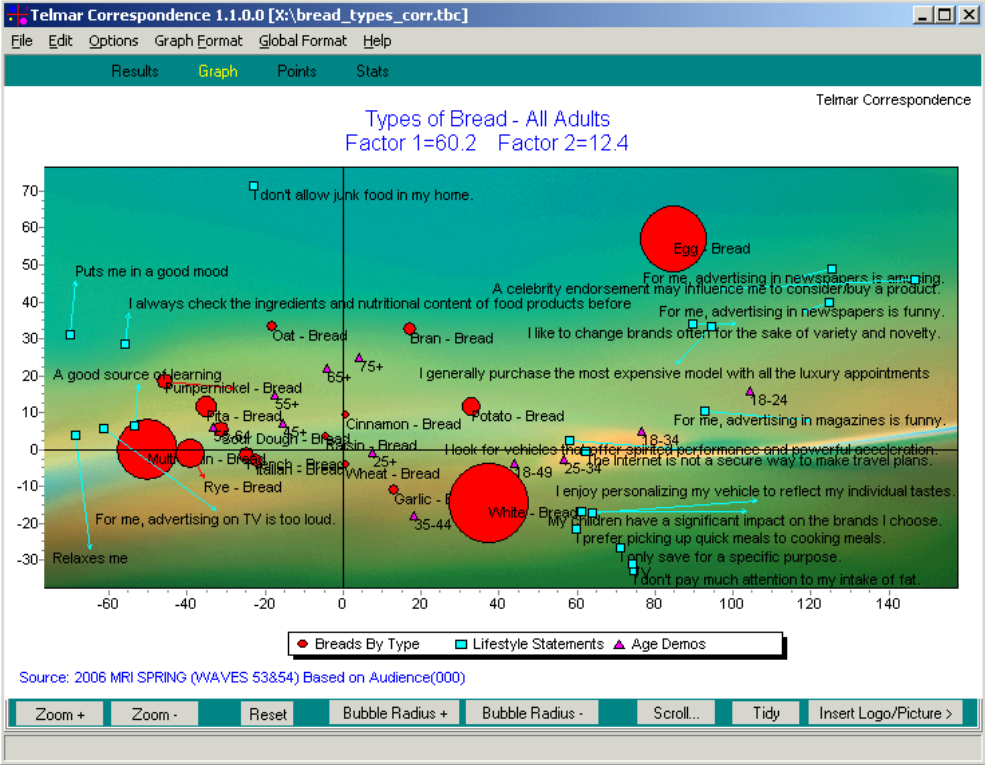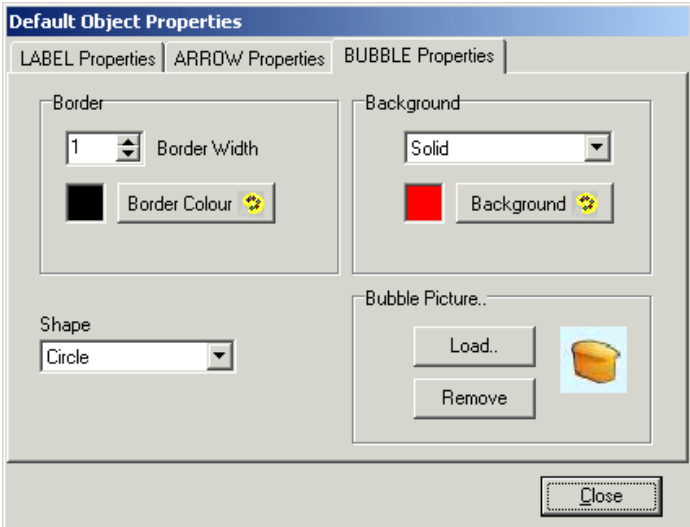**Telmar Information Services Corp.**
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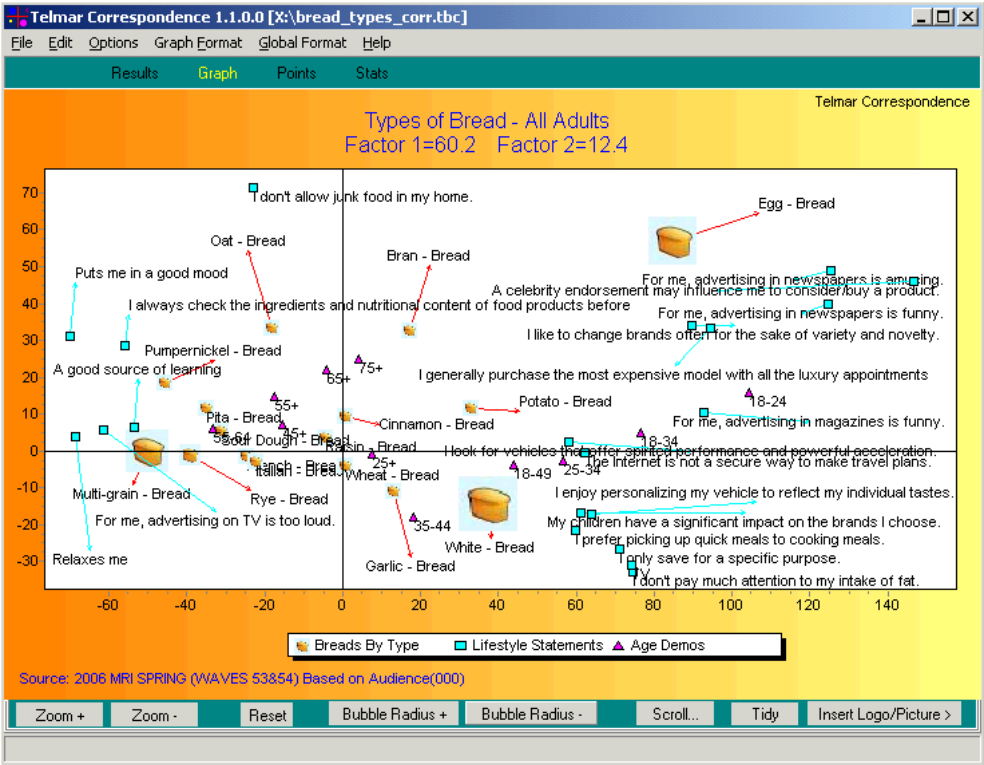New York, NY 10016
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THE STATISTICS

When trying to get a detailed understanding of a market, you can look at the map, but it is not always obvious from this, which lifestyle statements are really important. The statistics will tell you this.

On the *Correspondence* map are plotted both the rows (attributes) and the columns (brands) showing the relationships. It shows the relationships between:

Brands/Brand Types e.g. Bread Types

Attributes e.g. Lifestyle Statements

Brands/Brand Types and Attributes

Therefore we may say there is a statistical association between the brands, or lifestyle statements, or brands and lifestyle statements, but we do not necessarily say that one *causes* the other. This is where *Factors* come into play by explaining the association/statistics, and thus explaining the market.

1. The Factors

Correspondence calculates the amount of variation in the market explained by each of the six factors. If everyone was the same, there would be no variability. In general, it is advisable to ensure that more than 70% of the variation explained is done so by Factors 1 and 2.

Factor are best illustrated through a hypothetical example.

Suppose we are looking at the bread market. For the sake of simplification let us assume there are four brands of bread:-

Brown -	**expensive**
Brown -	**cheap**
White -	**expensive**
White -	**cheap**

Which brand people buy will depend on many possible factors but let us suppose we are trying to explain peoples brand purchasing using the TGI lifestyle statements. Two groups of statement are likely to be important.

Diet/ Health

Finance

Simplifying even further two key statements are likely to be:-

I try to eat healthier food these days

I watch all the money I spend more carefully than I used to

Whilst respondents' answers to these two statements will not enable us to exactly predict which of our four hypothetical brands they buy, they will probably enable us to come pretty close. However each statement individually will be a far less powerful predictor than a combination of the two.

This is the concept of a factor in correspondence analysis. It is a "combination" of the explanatory variables which better explains the data than any individual variable.

2. What is a Factor telling you?

Telmar's correspondence analysis software determines **six** such **factors**, all of which are some **"combination"** of the explanatory variables (or rows).

A factor may tell you that some brands have an older profile and some a younger profile. It may show **healthy versus junk food attitudes**. It may show you **up and down market**, **rich versus poor**, etc.…

Factor one is one way of looking at the market and explains the market the most. If you then look at Factor two, it is a different way of looking at the market. You can then use the **absolute** and **relative contributions** to help you describe the market.

The system calculates the amount of variation in the market explained by each of the six factors. (If everyone was the same, there would be no variability). In general, **it is advisable to ensure that more than 70% of the variation explained is done so by Factors one and two**.

With some markets it is difficult to explain that much. For the lager market, lager is probably more affected by what your local pub serves rather than your attitude to various lifestyle statements, so you may have to make do with 50%. It is not recommended to go below this.

3. The amount of variation explained

The system calculates the amount of variation in the market explained by each of the **six factors**. In the example the percentages are:-

This tells us that:

Factor 1 on its own explains 60.238% of the total variation in the data

Factor 2 explains an <u>additional</u> 12.369%

Thus the first two factors explain 61.163% in total and the following four factors add very little.

In the analysis one can be confident of using just two factors. As was discussed above, one should aim to explain at least 70% of the variation. If it is less than 70% it indicates that the market cannot be explained by only two factors and the statistics for the other factors should also be considered.

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4. The Graph

The system can plot the data. Typically one would not try and incorporate all Brands and Lifestyle statements on one graph - it would be too cluttered. Only the key lifestyle statements are usually shown.

The graph uses the factors as its axes. Therefore it plots the Brands/ Lifestyle statements against factors one and two - the most important factors.

Factor one is a line through the data with the most variation. As explained previously, **factor one** is shown on the graph as the **x-axis** (from left to right), and **factor two** is shown as the **y-axis** (from bottom to top).

- X-axis: The axis on a graph that is usually drawn left to right and usually shows the range of values of an independent variable.

- Y-axis: The axis on a graph that is usually drawn from bottom to top and usually shows the range of values of variable dependent on one other variable, or the second of two independent variables.

5. Understanding the statistics

Before we can interpret the graph we need to understand some of the statistics which are printed in association with it. To view the statistics select **STATS.**

% INF

The % INF is the % influence for the lifestyle statements. It tells you the amount of influence that a column or row has on the shape of the graph. Items with either a high weight or high distinctiveness will have the most influence (it is also known as inertia or an importance score).

It quantifies how important each statement is to the overall analysis. **The higher the number the more important the statement**.

When plotting the graph it is usual to only plot those statements with the highest *%inf* scores (say the top 20) so as to avoid a graph which is too cluttered.

In the statistics the most influential statement is " Pay more for good quality wine" (% inf = 2.0).

ABS (absolute contribution)

This section describes the extent to which each lifestyle statement contributes to the creation of each factor. **Thus, for factor 1 the most important statements are " Pay more for good quality wine " and " Read financial pages "**.

The value of these sum to 100 across all the rows and columns used (these %'s sum to 100% by adding downwards) and so they can be regarded as showing **the % of the factor which is due to each statement**. You can use these to identify the comparative value.

REL (relative contribution)

This set of statistics shows the extent to which variation in each column or row is described by the individual factors.

Sometimes a brand or publication has a low REL score which means it is not well explained by the rows (lifestyle statements in this example).

The percentages can be added (across), and will sum to 100 if the 6 factors describe all the variation in a row/ column.

WHY DO YOU NEED TO USE THE STATISTICS?

1. For selecting lifestyle statements prior to running cluster analysis

If you wish to run a cluster analysis, you can choose the most **discriminating rows** (usually lifestyle statements) by using the correspondence program to sort the data **in order of importance (% inf).** Then you can choose the statements you want from the list (normally the top 20 to 30).

2. How to use the statistics to fully understand a correspondence graph

When you first look at a graph, you need to identify what the factors are. You do this by looking at the statistics. As mentioned earlier, the factors are read from left to right, the **x axis (factor 1),** and from bottom to top, the **y axis (factor 2)**.

You will first attempt to understand Factor 1. The *Left* hand side is represented on the statistics by "**-**" and the *right* side by "**+**". You need to identify the differences and also the attitudes in common between a set of columns (e.g. brands) and rows (e.g. lifestyle statements).

In the example used in this manual the attitudes were related to age and social grade. We found *traditional* attitudes compared with *more adventurous*. But in order to be sure about this, it was necessary to look at the statistics.

Looking at the map you will see that the statement "*Buy clothes for comfort not style*" is in the same position as "*Believe local papers more than nationals*" (they are both the same distance from the middle). It is only if you look at the statistics that you will see that "*Buy clothes for comfort not style*" has an **ABS score of 2.9** compared with **1.9** for "*Believe local papers more than nationals*" score.

This **ABS score** is essential if a chart seems to be showing two different things, as the ABS score helps you identify the **relative importance** of the lifestyle statements on each factor.


To sort the statistics by %inf or a factor right hand click on the appropriate heading and the option to **SORT ASCENDING/DESCENDING** will appear, make a choice and the statistics will be automatically sorted. Alternatively, use the **DATA SORT** button and then click on **APPLY**.

Having sorted *Factor 1*, you can look at the *ABS* figure (this is a **%** and these add up to 100% for the columns and also for the rows). If you know your market it can be fun at this stage to guess which lifestyles are associated with the brands.

Now **repeat** the same process for **Factor 2**.

Having analysed both factor 1 and 2 the user can now **label the axes** on the chart using free text.

In the example below we put *Trendies* **vs** *Fogies* and *Careful* **vs** *Carefree* as *labels for the female moisturiser market*. You need to read the statistics before you make up the names.
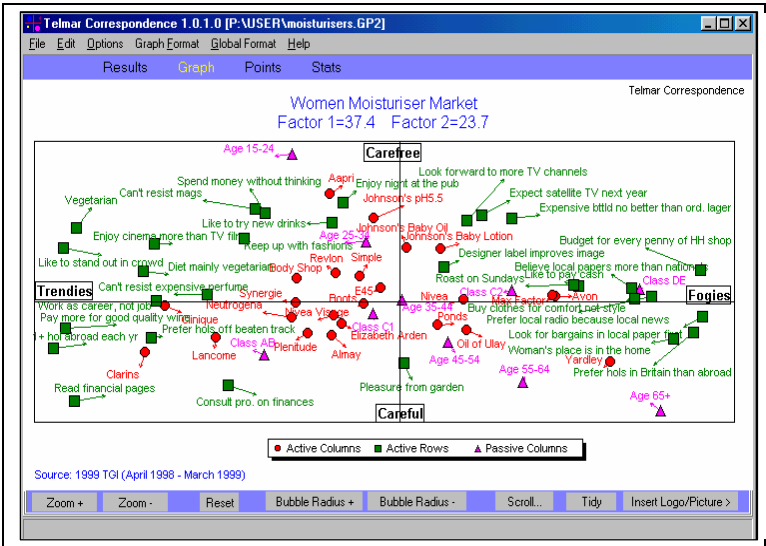
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AN EXAMPLE 'SUMMARY' OF THE STATISTICS

	Percent	Percent Cum.
Factor 1	66.735	66.735
Factor 2	23.047	89.782
Factor 3	5.700	95.481
Factor 4	4.519	100.000
Factor 5	0.000	100.000
Factor 6	0.000	100.000

This is a cumulative total of Factors 1 & 2

Therefore 89.782% of this market is explained by Factors 1 & 2. The other factors only explain another 10.2% of the market.

The Guardian has the most influence on the analysis (33.2%). i.e. *The Guardian* can be explained more effectively using Lifestyle Statements than *The Times*

The Guardian contributes 45.6 % towards Factor 1's results

These denote the side of the graph. "-" appears on the left and "+" appears on the right. Also relates to the lifestyles in the factor with the same "+" or "-" sign

	% Inf	Factor 1 ABS	Factor 1 REL	Factor 2 ABS	Factor 2 REL
The Guardian	33.2	45.6	-92	4.3	+03
The Independent	14.2	15.5	-73	1.7	+03
The Daily Telegraph	30.3	37.6	+93	20.7	+16
Financial Times	17.0	0.7	+03	66.8	-91
The Times	5.3	0.6	+08	6.5	-28

The Financial Times contributes 17.0% towards the analysis. i.e. *The Financial Times* can be explained more effectively using Lifestyle Statements than *The Independent*

The Financial Times contributes 66.8% towards Factor 2's results

SUMMARY (CONT)

Top 5 of each +/- Lifestyle Shown	% Inf	Factor 1 ABS	Factor 1 REL	Factor 2 ABS	Factor 2 REL
Diet Mainly Vegetarian	3.2	4.8	-100	0.0	+0.0
I am a vegetarian	2.5	3.6	-99	0.1	+0.1
Enjoy Cinema more than films	2.1	3.1	-98	0.0	-0.0
Kids should express themselves freely	1.9	2.7	-95	0.2	-0.2
Worth paying more for organic	1.9	2.6	-91	0.4	-0.5
Too much concern for the environment	1.7	2.1	+85	1.0	-14.0
Buy British whenever I can	1.4	2.1	+98	0.0	+0.1
Unconcerned with political view of paper	1.4	2.1	+99	0.0	+0.1
CH4 not offered wider viewing	1.5	2.0	+91	0.5	+0.8
Woman's place is in the home	1.2	1.8	+99	0.0	+0.0

Shows how much influence this statement has on the analysis. i.e. *"Diet mainly vegetarian"* has more influence than " *Woman's place is in the home"*

Like *% inf*, but for individual factors

Shows the extent to which the Newspapers differences are described by each factor

HOW DO I ...?

Create a correspondence map showing the Top 20 lifestyle statements for the record shops market?

Step 1

Go to Crosstab (using short titles) input the Table Base.

⇩

Step 2

Input your columns (usually brands)-Make sure the brands are from one product category.

⇩

Step 3

Input your rows using correspondence abbreviated lifestyle statements.

⇩

Step 4

Do not tab your cross tab go straight to File Menu and select Correspondence.

You now have a correspondence map showing you the Top 20 Statements. For more help on interpretation please refer to manual.

⇧

Step 8

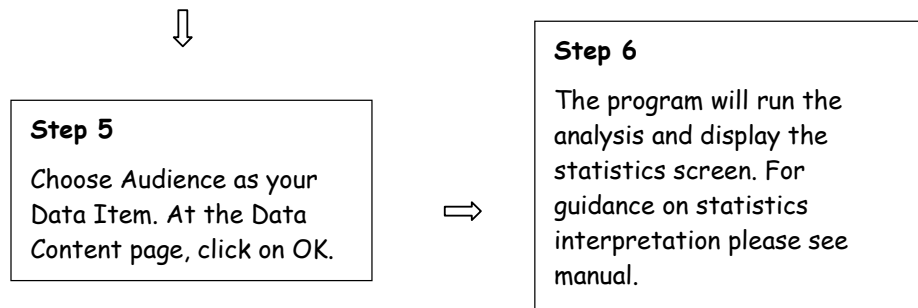Now select the top 20 statements by clicking on 'Tidy' on the button panel.

⇧

Step 7

Select 'GO'. Your graph will appear on the screen.

⇧

⇩

Step 5

Choose Audience as your Data Item. At the Data Content page, click on OK.

⟹

Step 6

The program will run the analysis and display the statistics screen. For guidance on statistics interpretation please see manual.

GLOSSARY

Term	Explanation
Passive Data	Passive items can be added to the graph, but they do not affect the shape of the graph.
Factors	Factors explain the association between eg. The brands and lifestyle statements and thus explaining the market.
Factor One/Two	Factor One explains the market most. We recommend that Factor One & Factor Two together explains at least 70% of the map
Factor One	X axis
Factor Two	Y axis
% INF	The amount of influence that a column or row shapes the map. (Also known as importance score or inertia)
ABS	Absolute contribution – The % of the factor which is due to each statement. (These % sum to 100% by adding downwards)
REL	Relative contribution – This set of statistics shows the extent to which each variation in each column or row is described by the individual factors. The percentages can be added across, and will sum to 100 if the 6 factors describe all the variation in a row/column.